

Gong, Xiaoyun, University of Tokyo, Japan

The Cause for the Formation of Shanzhai in China – Take Online Shanzhai Video as example

Shanzhai (refer to people who are lookalikes, low-quality or improved goods, as well as things done in parody) rose from 2007 began in cell phone industry, and then rapidly penetrated in every aspect of people's life during 2008 in mainland China. From tangible product to culture product, Shanzhai has further influence more than merely economic effect. As an emerging phenomenon it attracts attention and brings questions as well. Why this phenomenon can obtain such high popularity and the reason of its existence are this paper's focus. This paper will start with comparing internet and traditional media to comprehend how internet contributes to Shanzhai development. Moreover, through analyze the content of Shanzhai online video to express my statement that Shanzhai is a medium for 1) pursuing liberty of choice 2) expressing personal interest to especial events 3) embodying the freedom of speech.